Account Executive – BrainTrust

Location: Nashville, TN | **Reports To:** Market Leader | **Status:** Full-time / Exempt

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Our Mission: Why BrainTrust?

BrainTrust is a collective of diverse women business owners intent on using our businesses to build financial independence, wealth, and influence. We use our brain trust – our aggregated experience, expertise, access to networks, markets, and capital – to help one another grow and scale.

As an Account Executive, you'll be the growth engine behind that mission—connecting purpose-driven women to a community that elevates their businesses. You don't wait for opportunities; you create them. You see every goal as a challenge to exceed, and you carry a "never satisfied" mindset.

"At BrainTrust, you'll build something bigger than a pipeline, you'll build a legacy. Join a company that celebrates your wins, and gives you the platform to change the face of women's entrepreneurship in Nashville."

Position Summary

The Account Executive is the revenue driver for BrainTrust in the Nashville market. Reporting to the Market Leader, you are responsible for growing our highest-impact memberships: the **Key Club Vault** (companies generating more than $1M in annual revenue) and the **Vault** (companies generating $100K–$999K in annual revenue). Your focus is on these high-quality, revenue-generating memberships that fuel the financial engine of the market.

You are the first point of connection for prospective members across Nashville and Middle Tennessee—building trust, communicating ROI, and demonstrating how BrainTrust directly contributes to their revenue, wealth-building, and influence. You don't just fill a pipeline; you curate it. You spend your time with women who are serious about growth and ready to invest.

Key Responsibilities

1. Drive Market Growth

- Own, achieve, and exceed quarterly and annual revenue targets tied directly to Vault and Key Club Vault membership acquisition
- Partner with the centralized marketing team to build a prospecting strategy targeting qualified women founders in the Nashville market with revenue traction and a growth mindset
- Use disciplined CRM management to forecast accurately, track conversion pacing, and report pipeline health to the Market Leader

2. Curate and Convert a High-Quality Pipeline

- Drive the full sales cycle, from sourcing to closing, using intentional sales methodologies to close Vault and Key Club Vault memberships
- Focus on qualified Vault and Key Club Vault prospects, and route member referrals to the Market Leader for follow-through
- Establish and maintain relationships with key connectors, influencers, and partner organizations across Nashville's business community

3. Communicate ROI & Membership Value

- Clearly articulate the financial, strategic, and relational value of Vault and Key Club Vault memberships
- Conduct high-impact discovery conversations, ROI-focused presentations, and group information sessions
- Deliver authentic and persuasive presentations that highlight BrainTrust's value proposition

4. Strategic Collaboration with Market Leadership

- Work closely with the Market Leader to calibrate growth strategies, pricing conversations, and market positioning
- Coordinate seamless handoffs to the Market Leader and Member Experience Facilitator for onboarding
- Share market insights, objections heard, and referral opportunities with leadership and central teams to influence future growth strategy

5. Operational Accountability

- Operate with urgency, financial rigor, and commitment to BrainTrust's mission and values
- Maintain accurate CRM documentation, data tracking, and conversion data to ensure efficient market operations

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What Great Performance Looks Like

Qualified Pipeline & Lead Development

- Prospective Member Event Attendance
- Event Attendance to Application Conversion

New Member Acquisition

- New Member Applications
- Application to Member Conversion

Revenue Achievement

- Average Annual Revenue Per New Member

Qualifications

Required Experience & Education

- 5+ years of experience in sales, business development, partnerships, or membership growth with direct revenue accountability
- Proven track record of meeting or exceeding sales or growth targets

Preferred (Not Required)

- Demonstrated success in closing high-value deals or selling premium services/programs (consultative, enterprise, or relationship-based selling)
- Experience working with entrepreneurs, small business owners, executive-level clients, or women-focused organizations
- Established network within the Nashville / Middle Tennessee business community
- Familiarity with CRM systems, forecasting, and structured sales methodologies (SPIN, Challenger, Consultative Selling)

Core Competencies

Revenue-Driven Achiever – Obsessed with exceeding revenue and membership targets, not just activity metrics. Measures success by deals closed, market profitability, and member growth.

Strategic Deal-Maker – Understands how to identify, qualify, and convert business owners using proven sales methodologies. Confident in closing—not just connecting.

Relationship-Led, ROI-Focused Seller – Active engaged listener that builds trust and rapport, but always ties conversations back to business outcomes, financial ROI, and growth potential.

Pipeline & Process Disciplined – Runs the sales process with rigor: CRM accuracy, forecasting, follow-ups, conversion pacing, pipeline hygiene, and data-driven decision-making.

Market Positioning & Value Communicator – Clearly articulates the value of Vault and Key Club Vault membership, speaking to revenue growth, strategic advantage, wealth-building, and access.

Entrepreneurial & Relentlessly Resourceful – Thrives in ambiguity, acts like an owner, finds creative paths to the "yes," and operates with a "never satisfied" mindset.

Behavioral & Cultural Alignment

- **No Judgment** – You meet every woman where she is. You lead with curiosity, not criticism.
- **Confidentiality** – You protect member conversations, financial disclosures, and business challenges with absolute discretion.
- **Integrity** – You sell honestly and choose what is right for the member over what is easy or transactional.
- **Driven & Scrappy** – You take ownership, create momentum, solve problems, and keep moving forward despite obstacles.
- **Anti-Racism** – You actively create inclusive spaces for all women—challenging bias, widening access, ensuring every voice is heard.
- **Collaboration** – You partner seamlessly with the Market Leader and central office teams, sharing insights, not working in silos.
- **Building Personal Wealth** – You believe women should be well-paid, well-resourced, and unapologetically financially powerful.
- **Diversity** – You intentionally cultivate a pipeline of women from different industries, races, religions, income levels, and lived experiences.
- **Learning** – You seek feedback, study objections, test new strategies, and thrive on continuous improvement.
- **Personal & Professional Development** – You invest in your own growth, modeling what it looks like to do the work and rise.

- **The Lived Experiences of Others** – You sell by listening, valuing the journey of each member, and using empathy to build real connection.

Work Environment

- Flexible working environment with a hybrid office model
- Visibility within the Nashville community with highly active community-facing opportunities
- Must be available for early mornings, evenings, and local travel as needed to meet member, partner, and Hub event needs
- Local travel throughout the Nashville area to events, meetings, and other sales-focused activities

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift up to 15 pounds at times

Compensation & Benefits

- **Base Salary:** $60,000–$75,000 (based on market)
- **On-Target Earnings (OTE):** $90,000–$145,000+ including uncapped commission
- Net Profit Share Opportunity
- Monthly healthcare stipend towards company benefits
- Reasonable travel and event expense reimbursement
- Cell-phone allowance
- 401(k) Company Match
- 2 weeks PTO + end of year business closure
- Inclusive, mission-driven culture where purpose and performance align

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Join the Movement

We are an equal opportunity employer and value diversity at all levels of the organization. If you're motivated by results, obsessed with exceeding growth targets, and ready to help Nashville's women founders increase their revenue, influence, and trajectory—BrainTrust is the place to do it.

The job description is not designed to cover or contain a comprehensive list of activities, duties, or responsibilities that are required of the employee. They may change, or new ones may be assigned at any time with or without notice.